



TEXAS
HISTORICAL
COMMISSION
REAL PLACES TELLING REAL STORIES

BEYOND
THE ROAD
TxDOT



Interactive Programs and Technology

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Part 2: Interactive Programs and Technology

In this workshop portion we'll:

- Make the case for technology
- Introduce podcasts, blogs, and visual storytelling
- Visual storytelling walkthrough

“Why technology?” - A Curator

As we talk about technology examples, here are just a few things to keep in mind:

- Make use of guiding questions in the same way you would when creating any kind of interpretation
- Be realistic about your budget, time, audience, and abilities
- Ask tough questions:
 - Am I using technology for the right reasons?
 - Is this the best way to communicate this information with my audience?

“Why technology?” - A Curator

All that said:

- Don't be afraid to try it
- Remember that technology can connect you to audiences in new ways
- Lots of people are here to help

Podcasts, Blogs, and Visual Storytelling

What is a Podcast

A podcast is an episodic series of digital audio files which a user can download in order to listen.

Why Podcasts

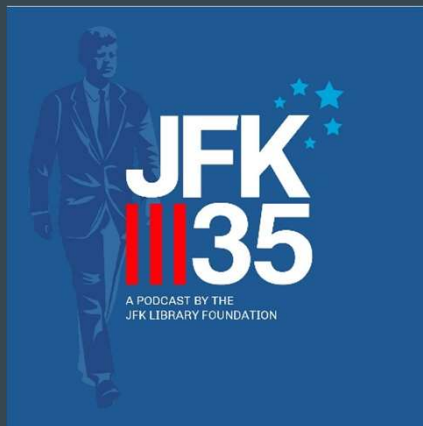
Podcasts:

- Create a personal connection with listener
- Have worldwide reach
- Utilize a user's device
- Have a low production threshold

Examples of Podcasts

JFK35

JFK Library
Foundation



A Daughter's Voice

Clyfford Still
Museum



Texas Story Podcast

Bullock Texas State
History Museum



What is a Blog

A blog is a website in which items are posted on a regular basis.

Why Blogs

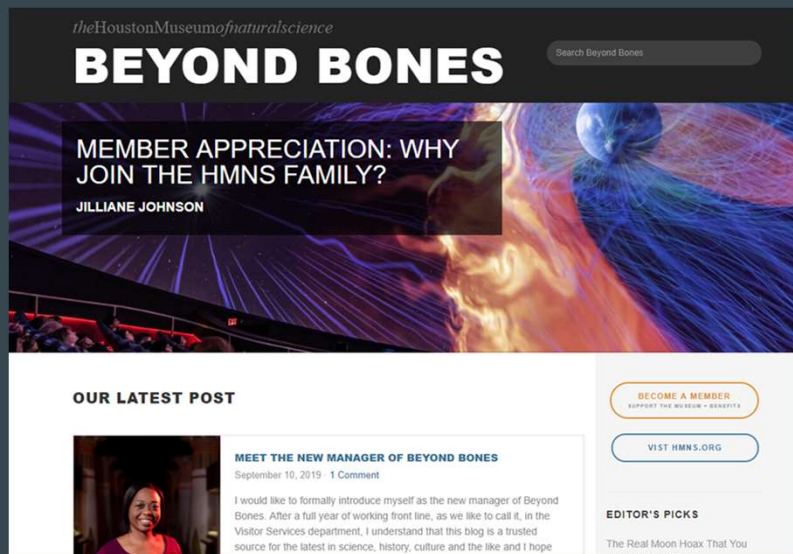
Blogs:

- Have a low production threshold
- Have a worldwide reach
- Can provide more context or a deeper level of content

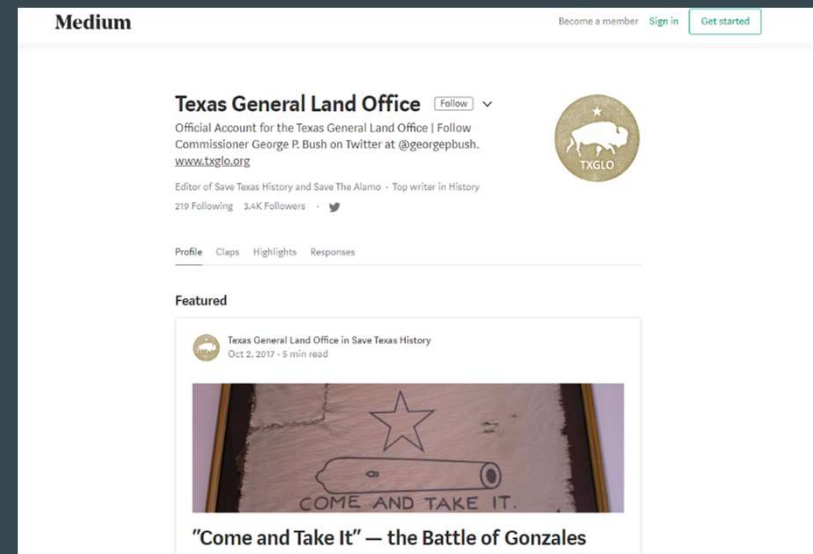
Examples of Blogs

Beyond Bones

Houston Museum of Natural Science



Texas General Land Office



What and Why: Visual Storytelling

Visual storytelling is a story told primarily through the use of visual media such as still photography, illustration, or video, and can be enhanced with graphics, music, voice and other audio.

Why Visual Storytelling

Visual stories:

- Have a low production threshold
- Bring stories to life
- Can provide more context or a deeper level of content

Examples of Visual Storytelling

Round Rock, Texas Page



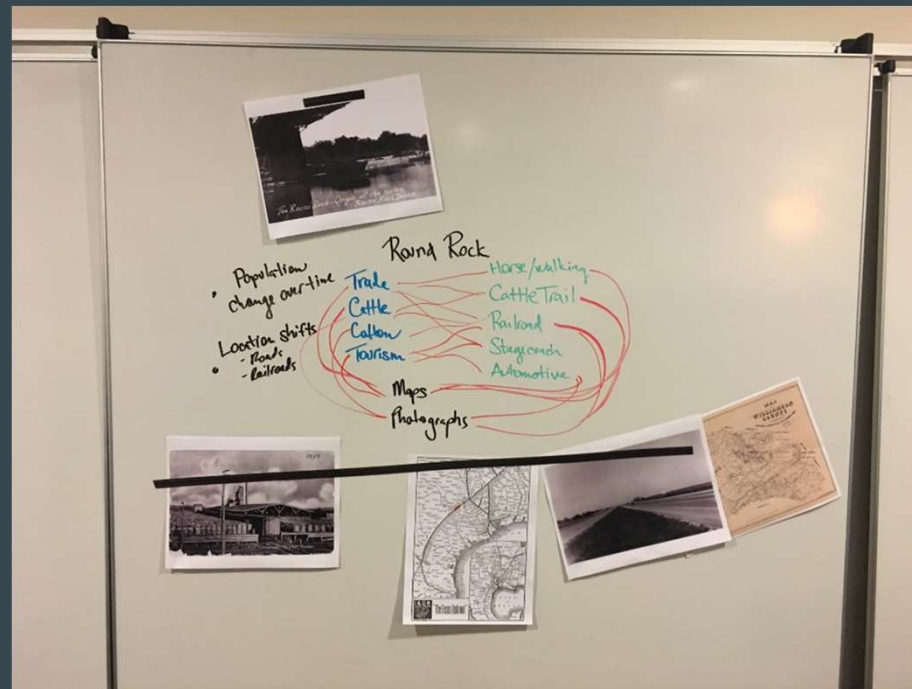
Round Rock, Texas Video



Creating Visual Stories

- Identify interpretive goals
- Gather content
- Choosing story type
- Build the visual story

Creating Visual Stories - Interpretive Goals



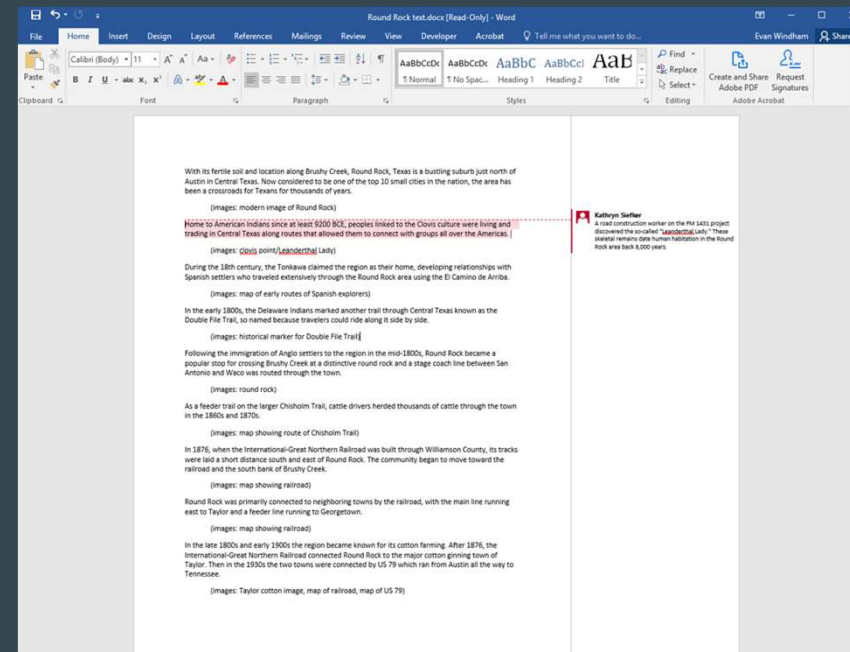
Creating Visual Stories - Gather Content

Visual stories are visual based.

Think about the types of media you can include.

Use high-quality images or video.

Think about the story.



Creating Visual Stories - Story Type

Identify constraints

- Will you have an internet connection?
- Will you have a tablet? A touchscreen? A television?
- What does the physical space look like? Do you have seating?

You might set out to create a certain story type from the start

- Be willing to ask yourself if it is really the best format

Creating Visual Stories - Build the Story

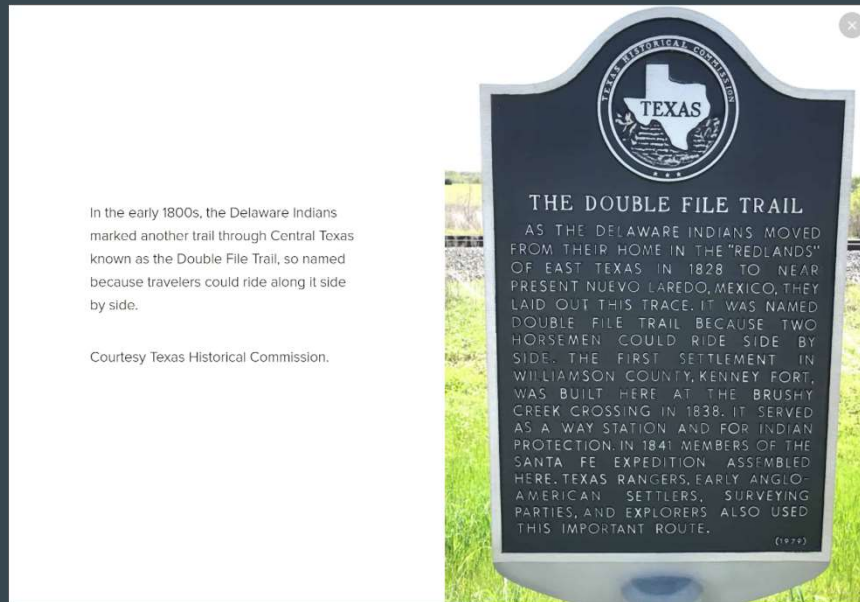
Let's talk about the page.

We figured out our story structure, gathered images, and got to work utilizing templates to create the story.

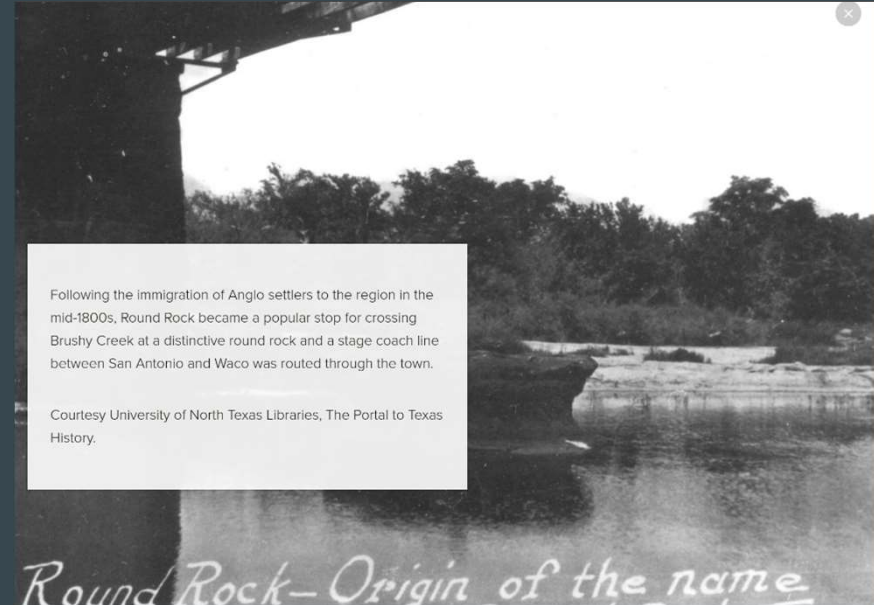


Creating Visual Stories - Build the Story

Split Screen



Glideshow

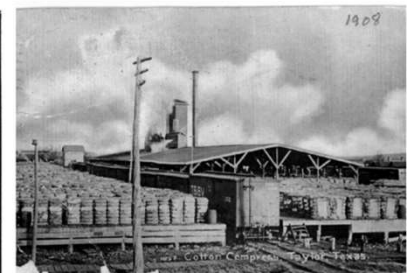
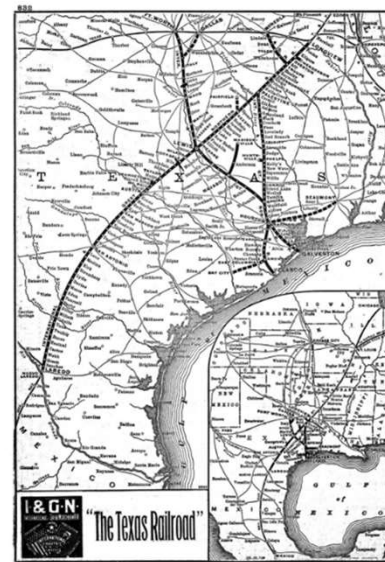


Creating Visual Stories - Build the Story

Templates may need to be adjusted to make sure the interpretive goal isn't lost in the technology.

A planned photo grid template was the wrong choice. The images were too detailed to be shown at once and the learning point was lost.

Technology is another tool.



In the late 1800s and early 1900s the region became known for its cotton farming. After 1876, the International-Great Northern Railroad connected Round Rock to the major cotton ginning town of Taylor.

Creating Visual Stories - Build the Story

Let's take a look at the finished product.



Round Rock, Texas

Creating Visual Stories - Build the Story

Let's talk about the video.

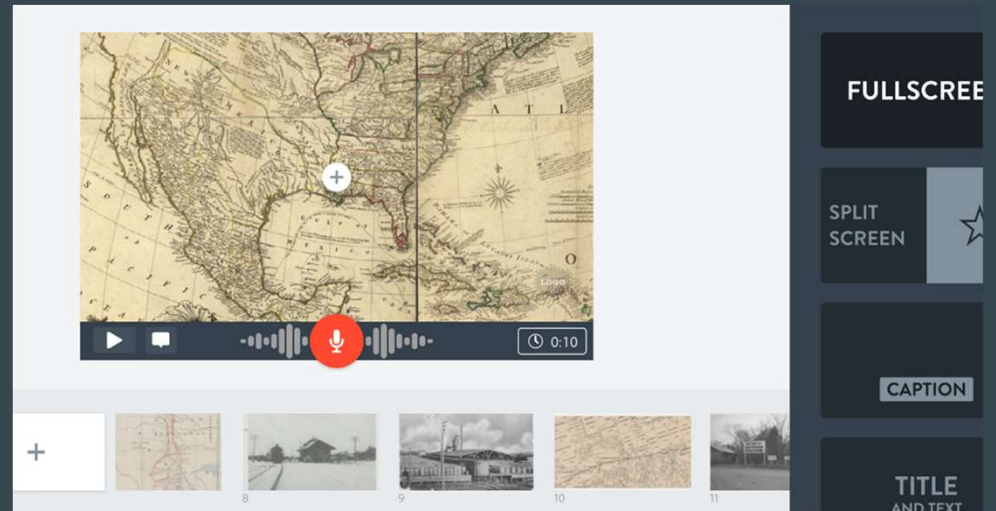
We figured out our story structure, gathered images, and modified the text into a script.



Creating Visual Stories - Build the Story

To create a video, images were inserted on the slides and narration for each slide was recorded.

Slide timing is adjusted automatically with the length of narration.



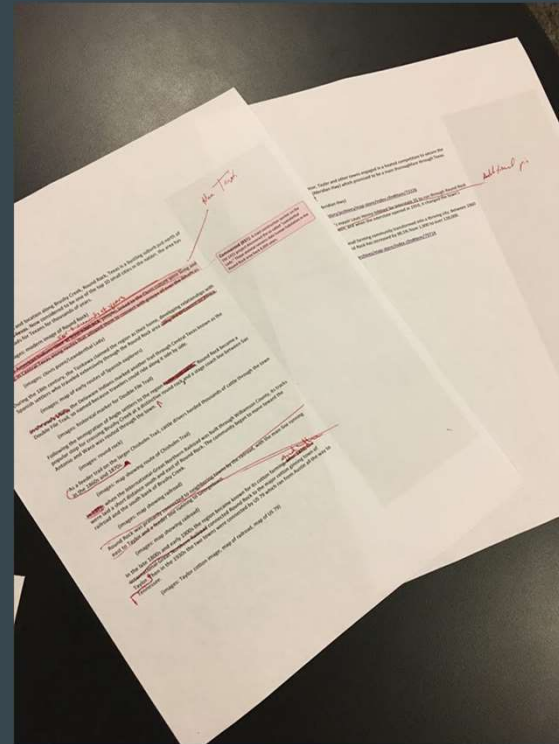
Creating Visual Stories - Build the Story

When writing your script, read it aloud. A sentence may look great on paper but sound strange out loud.

Speaking takes time. You will probably have to cut down your script.

You might find something hard to say when actually recording. Adjust!

Listen for flow in narration and vary the structure. A voice pattern can lose a viewer's attention.



Creating Visual Stories - Build the Story

Let's take a look at the finished product.



Build Your Own

Let's get building!

